



## LISTENING TO THE COMMUNITY REPORT

## Presentation Outline

- CodeNEXT Outreach Team
- About This Report
- What We Heard
- How People Participated
- Outreach & Engagement
- Who Participated
- Report Addendum & Online Resources



## CodeNEXT Project Team

**Lead Consultant**

Opticos Design Inc., an award-winning firm that specializes in context-sensitive codes for vibrant, healthy, sustainable urban places.

**National Firms**

ECONorthwest  
Freignese Associates Inc.  
Kimley-Horn and Associates  
Lisa Wise Consulting Inc.  
McGuireWoods LLP  
Peter J. Park

**Local Firms**

McCann Adams Studio  
Taniguchi Architects  
Urban Design Group  
Civic Collaboration  
Cultural Strategies  
Health & Community  
Strategies  
Group Solutions RJW

## About The Report: How To Use It

Report outlines CodeNEXT Listening & Understanding: July 2013 - January 2014



- Presents a summary of what was heard from participants.
- Designed as a transparent and accessible resource and guide.
- Intended to deepen discussion by sharing viewpoints across the community.
- Three parts:

1. Report from CodeNext events and different ways people participated.
2. Addendum which includes interviews and links to on-line input.
3. Online access to a broad array of input from the community, organizations and City Department input.

## What We Heard

- Compiled thousands of comments from nearly 800 Austin participants.
- Comments were analyzed using a key word identification approach.
- Method identified patterns to identify the main issues, or themes.
- Most frequently mentioned themes are listed here.
- Participant's comments were categorized under the themes that best represented their ideas.
- Themes may not be fully representative of all the key issues or points of view of the community at large.



## What We Heard: Six Key Theme Categories

### Affordability

Business Costs  
Housing Costs and Diversity  
Policies & Incentives for Affordable Housing

### Environment/Open Space

Green Building & Infrastructure  
Parks & Open Space – includes urban agriculture  
Environmental Protection – includes clean air and water, habitat, trees

### Neighborhood Characteristics

Historic Preservation  
Gentrification  
Neighborhood Plans  
Social Values – ideals and beliefs such as family-friendly, diverse, inclusive, safe, quiet

### Design of Development

Site Design – How buildings are located on a site, access, parking, watershed, drainage, impervious cover limits and landscape

Subdivision Design – includes block length, multi-modal road network, lot types and sizes, open space and trails, connectivity to surrounding areas

Building Form & Design – includes building height, density, design and relation to nearby buildings

Land Uses and Mixed Use – includes the range and combination of uses allowed on a site or in an area

Compatibility – regulations to achieve compatible buildings and developments

Special Agreements – includes incentives, density bonuses, Planned Unit Developments (PUDs)

## What We Heard: Six Key Theme Categories

### Transportation

Parking Accessibility – the ease or difficulty of finding a space to park, either on-street or off-street

Traffic Congestion – the ease or difficulty of driving in an area

Bicycling – the ease or difficulty of bicycling in an area

Walkability – the ease or difficulty of walking in an area

Transit – the ease or difficulty of using public transportation

### Code Issues

Clarity, Flexibility, Predictability – how understandable and consistent are the rules

Structure and Organization of the Code

Complexity & Usability of the Code

Staff Interpretation & Enforcement – how consistent and coordinated are development reviews, inspections and enforcement



## What We Heard: Listening Session Questions

(September-October 2013)

### What I really "like" about the area...

#### where I live...

- Social Values
- Parks & Open Space
- Environmental Protection
- Walkability
- Land Uses and Mixed Use
- Transit

#### where I work/go to school...

- Land Uses and Mixed Use
- Walkability
- Parks & Open Space
- Social Values
- Transit
- Bicycling

#### where here I hang out...

- Land Uses and Mixed Use
- Parks & Open Space
- Social Values
- Walkability
- Environmental Protection
- Bicycling

### What I really "don't like" about the area...

#### where I live... (lack of, problem with)

- Social Values
- Land Uses and Mixed Use
- Traffic Congestion
- Walkability
- Housing Cost & Diversity
- Building Form & Design

#### where I work...

- Traffic Congestion
- Transit
- Walkability
- Parking Accessibility
- Bicycling
- Building Form & Design

#### where I hang out...

- Traffic Congestion
- Social Values
- Walkability
- Parking Accessibility
- Transit
- Parks & Open Space

## What We Heard: Small Group / Housing Questions

(October 2013-January 2014)

### What is it you really like about where you live, work or go to school, and hang out?

- Land Uses and Mixed Use
- Social Values
- Walkability
- Parks & Open Space
- Building Form & Design
- Bicycling

### What do you don't like or wish was different about where you live, work or go to school, and hang out?

- Traffic Congestion
- Land Uses and Mixed Use
- Social Values
- Walkability
- Transit
- Housing Cost & Diversity

### Based on your previous experiences with the Land Development Code, what are the most important issues to tackle during the code revision process as they relate to household affordability?

- Policies & Incentives for Affordable Housing
- Housing Cost & Diversity
- Structure & Organization of the Code
- Transit
- Site Design
- Social Values

## What We Heard: Other Listening Session Questions

### Have you had experience dealing with the Land Development Code?

- 136 responses - 69% had previous experience with the code, 31% of them did not.

### Why are you interested in the Land Development Code revision?

- Respondents want the existing code to be improved.
- They want to ensure the new code helps keep Austin affordable.
- They care about Austin and want to improve their city and their quality of life.

### What questions do you have about the code and the revision process?

- What is the process of revising a Land Development Code?
- What is wrong with the current Land Development Code?
- What the Land Development Code does NOT do?



## How People Participated

### Land Development Code Advisory Group

- 11 members, City Council appointed.
- Contact with 65 group representatives.

### In-Depth Interviews

- Conducted August 19-27, 2013.
- One-on-one interviews with a diverse group of 24 Austin residents.

### Listening Sessions

- Four events; Bowie High School, Kealing Middle School, Lanier High School September 23-25, 2013, and at St. David's Episcopal Church on October 24.
- An estimated 265 Austin residents representing 32 Austin ZIP codes attended.
- 139 completed surveys.
- Presentations, breakout tables, print and digital maps, Q&A.

### Case Studies

- Real-life examples from Austinites who have experience with the Land Development Code.
- Aids in understanding some of the key issues with the Land Development Code.



## How People Participated



### Stakeholder Interviews

- 84 Interviews September 23-25, 2013.
- Groups represented include Neighborhoods, Environmental Preservation, Real Estate & Design Professionals, Business Associations, Nonprofit Organizations, Government Officials & Advisors.

### City Staff Input

- City Departments shared their experience with the code and offered recommendations.
- Received over 100 survey responses.
- Interdepartmental Imagine Austin Priority Programs team analyzed the code to identify barriers.

### Google Map

- Online Google Map used at Listening Sessions.
- Tool documented comments and concerns about the code with geographic identifiers.
- 60 comments mapped.

## Outreach & Engagement

### Imagine Austin Speaker Series

- January 24, 2013 – “Retrofitting Suburban Spaces into Lively Places” presentation
- February 27 & 28, 2013 – “Four Cities, Four Land Development Codes” panel
- May 13, 2013 – “Realistic Imagination – South Shore Central and the Envision Tomorrow Analytic Tool” presentation
- October 15, 2013 – “Best Practices in Development Review: Smoother! Faster! Smarter!” Panels
- November 12, 2013 – “Get on Your Bike and Ride!” Presentation





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## Outreach & Engagement

### Media Outreach/News Coverage

¡Ahora Sí!  
Austin American-Statesman  
Austin Business Journal  
The Austin Chronicle  
Community Impact Newspaper  
EDUCA-Austin AISD/Univision  
Radio 107.1 FM  
El Mundo Newspaper  
Keilah Radio 106.5 FM  
KVUE-TV  
KUT-FM  
KEYE-TV  
Oak Hill Gazette  
NotiHispano/Fiesta Radio 97.1 &  
95.1FM  
Telemundo Austin  
Univision TV

### Small Group Meetings

- 24 Small Group Meetings were conducted (September 2013 and January 28, 2014)
- Groups included neighborhoods, minority associations, chambers of commerce and advocacy organizations

### Community Ambassadors

- Over 20 have been engaged
- Tasked with promoting participation and leadership activities in traditionally underrepresented communities

### Emails/Blogs/Website

- 600 individuals have opted-in to receive CodeNEXT updates

### Social Media

- Regular postings on Facebook and Twitter, hash tag #CodeNEXT



Page 13 | [austintexas.gov/codenext](http://austintexas.gov/codenext)

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## LISTENING TO THE COMMUNITY REPORT

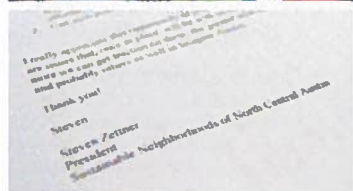
## Outreach & Engagement

### Community Viewpoints and Community Issue Papers

- Input from organizations, neighborhoods, businesses, or community groups on code issues.
  - Informal working group of members from American Institute of Architects (AIA) - Central Texas Chapter of the Congress for the New Urbanism (CNU) / American Society of Landscape Architects (ASLA)
  - Austin Independent Business Alliance
  - Home Builders Association of Greater Austin
  - HousingWorks Austin
  - Preservation Austin
  - Real Estate Council of Austin (RECA)
  - Sustainable Neighborhoods
  - Urban Land Institute (ULI)

### SpeakUp! Austin

- Online portal used to solicit an online discussion on three questions; The Places, The Code, The Questions
- Approximately 24 respondents participated in the discussion.



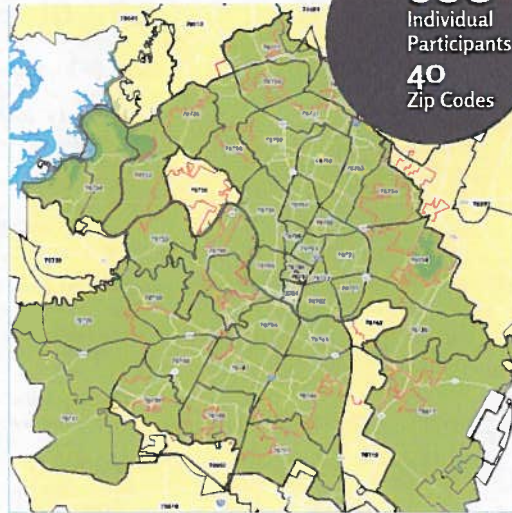
Page 14 | [austintexas.gov/codenext](http://austintexas.gov/codenext)

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## Who Participated

- 800 Individual Participants
- 40 Zip Codes Represented
- 24 Small Group Meetings
- 268 people\* (33%) filled out the demographic information

*\* Participants were asked to answer a standard set of demographic questions but not all completed that information.*



## Report Addendum & Online Resources

### Stakeholder Interview Report

- Prepared by Lisa Wise, CodeNEXT Team
- Interviews with 43 small groups, 83 individuals

### Links to CodeNEXT Event Input

- Listening Session Questionnaires, worksheets, maps, and participant profiles
- Creative/Small Business Survey, Household Affordability Survey, Comments from Household Affordability, and combined Small Group meetings
- Google Map/SpeakUP! Austin – online comments

### Links to Community Input

- Case study survey responses and emails to City Staff
- Community input: Informal working group of AIA, CNU, ASLA; Austin Neighborhood Council; Sustainable Neighborhoods; Hyde Park Neighborhood Association; RECA; Preservation Austin; Home Builders Association; ULI

### Links to City Staff Input

- Interdepartmental Input, Code deficiencies surveys
- Imagine Austin Priority Program Task Teams: Creative Economy, Compact and Connected, Household Affordability, Green Infrastructure, Water Resources



### How To Stay Involved

Stay plugged in at the Imagine Austin Facebook page and at the project website at [www.austintexas.gov/codenext](http://www.austintexas.gov/codenext)

### Follow us on:

 @ImagineAustin  
Use #CodeNEXT

 [facebook.com/ImagineAustin](https://www.facebook.com/ImagineAustin)



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